

VAB Voice | Monday, February 7, 2022



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Free Sales Webinars February 8th & 17th



"Insta-Branding and the Commercial Quickie!"

Tuesday, February 8th 12:00 ET

[Click here to register for this FREE webinar!](#)



Tuesday, February 8th at 12PM *"Insta-Branding and the Commercial Quickie"*

Presented by Blaine and Honey Parker,
Founders of Slow Burn Marketing

In the oversaturated information age, the business with the best brand sticks out and wins big. But what happens when you have a client with an ill-defined brand—or worse, no brand? And they have to be on the air ASAP. Here's one way to figure out the brand and write the first commercial in about half an hour—laying the foundation for all the advertising to follow.

[REGISTER HERE](#)



Thursday, February 17th at 1PM *"Getting Your Unfair Share of 2022 Dollars; The Election & More"*

Presented by Barry Cohen,
AdLab Media Communications, LLC

This session will consist of three parts

1. Courting the political candidate dollars spent during the midterm election period and tactics to engage with politicians and their circle.
2. Surfacing and approaching other sources of election-related revenue beyond the candidate races themselves.
3. Key target categories of non-political revenue to approach during 2022

[REGISTER HERE](#)

Free Political Broadcasting Webinar February 24th

Thursday, February 24th at 1PM

Election season is approaching and the FCC has been scrutinizing broadcaster compliance with the political broadcasting rules and political file requirements like never before. Will you be prepared?

Don't miss a very important webinar presented by Fletcher, Heald & Hildreth and the FCC's Political Broadcasting team. Topics include equal time, lowest unit rate, issue ads, political file maintenance, consent decrees and revisions to the FCC political broadcasting rules made as recently as January 2022

REGISTER
HERE

SAVE THE DATE!

**POLITICAL BROADCASTING
WEBINAR**

FEBRUARY 24, 1:00 PM EST

PRESENTED BY:



Congressional Hearings on Performance Tax & Local Journalism Competition & Preservation Act



February 2nd, the House Judiciary Committee held a performance royalty hearing. The panel of four pro-performance royalty witnesses, stacked against NAB President/CEO Curtis LeGeyt, was clearly designed to favor AMFA (American Music Fairness Act) performance royalty proposal.

Questions highlighted small station “exemptions,” artists’ property rights, promotional value of radio, public safety impact, foreign royalty collection and comparisons to streaming.

Although the recording industry witnesses acknowledged the value of radio, they said it is not a substitute for royalty payments and disputed that royalty payments would cause harm to radio.

No mention has been made of scheduling a markup of the AMFA, but the NAB believes it is a real possibility and are actively preparing. Thanks to advocacy by the NAB and state broadcasters associations, the Local Radio Freedom Act (LRFA) has 210 House signatures - just eight more are needed to ensure this legislation goes nowhere, even if it gets passed out of committee. [Read more](#)



Complete recording of Senate JCPA/ “Safe Harbor Bill” hearing
Broadcast 2/2/22, United States Senate Committee on the Judiciary



Also on February 2nd, the Senate Judiciary Antitrust Subcommittee held a hearing on the JCPA (Journalism Competition and Preservation Act.)

GM of WTOP in Washington Joel Oxley testified on behalf of NAB. Other witnesses included antitrust experts, a newspaper publisher and a witness testifying to alleged anticonservative bias in national media outlets.

Chairwoman Amy Klobuchar (MN) outlined the harms against local journalists being caused by the anticompetitive practices of Facebook, Google and the other platforms.

Other Senate Democrats on the committee praised critical value of local broadcasters and newspapers to local communities and echoed the urgent threat posed by Big Tech to their survival. Republican Senators Lee (UT) & Blackburn (TN) voiced concern that JCPA would create a “cartel” of big media conglomerates largely biased against conservatives = as well as questioned if media’s economic challenges are because of their business decisions rather than the predatory practices of Big Tech.

NAB remains engaged with JCPA’s lead sponsors on improvements and expect that a revised version of the bill will be released soon. Whether as stand-alone or attached to broader big-tech antitrust legislation,

WSNO-AM & WSNO-FM Become "The Penguin"



In October, Great Eastern Radio purchased 97.9 The Moose WXMS licensed to Au Sable, NY and has turned it into "The Penguin" Vermont's Chill Hits!

VP of Programming Matt Houseman says, "Our playlist consists of great Pop music from the 80's straight through today's hits. Our goal is to provide the Burlington and Central Vermont listeners with a more mature variety of music... songs they grew up with, loved back then and still do today, blended with the current chart topping hits."

According to GM Wally Caswell, they decided to connect WSNO AM and its translator 105.7 to 97.9 and changed WXMS's call letters to WSNO-FM, resulting in the 100% simulcast of **97.9 & 105.7 The Penguin: Vermont's Chill Hits** with local jocks and great music!

Format Changes for 2 Vox AM/FM Stations



VOX AM/FM LLC Burlington VT has launched *Everything Country-101.3 The Wolf*...a brand new country station for the Champlain Valley.

Country radio's, *The Bobby Bones Show*, with local host Rich Haskell, will lead off the day from 6-10am weekdays.

The rest of the daily lineup features Tara Madison (10-3), JT (3-7), Rick Logan (7-12 Midnight) and Cody Alan all night! TJ Michaels (aka JT) is also the Program Director.

VP of Operations/Station Manager John Mullett says, "We are so excited to be launching 101.3 The Wolf! Our mission is to bring Burlington and Plattsburgh a high energy, fun, local, relatable and current feeling country station. I also couldn't be happier about the collection of local talent we have assembled out of the gate."

WCPV-FM's former format, The Game, can now be heard on sister Station WEAV.



Job Openings at Stations Around Vermont



COMMITTED TO OUR COMMUNITY

[Senior Account Executive, News Anchor, Sports Reporter, Newscast Producer, Graphic Artist/Promotion Producer, Weekend Meteorologist/MMJ, Chief Meteorologist, Digital Reporter, Digital Sales Manager, Multimedia Journalist, Newscast Director, AM Reporter, Account Executive](#)



[Account Executive, News Photographer/Editor](#)



[Photojournalist, Sports Anchor/Reporter, Multimedia Journalist, National Sales Assistant, Chief Photographer, Meteorologist, Sales Account Associate, Newscast Producer](#)



[Programming Personalities, Managers, Account Executive](#)



Together For Vermont

[IT Specialist, Media Specialist, Chief Financial Officer \(CFO\)](#)



CHAMPLAIN COLLEGE

[Broadcast Media Production Adjunct](#)

Utilizing your state broadcasters association to post job openings earns you EEO Credit! If you have a job opening you would like the VAB to publicize, simply email a description to vab@vab.org

This Week at the FCC



Every week, the attorneys at [Wilkinson Barker Knauer, LLP](#) in Washington D.C. provide a summary of the regulatory and legal actions of significance to broadcasters within the FCC. They also provide links to information about how these actions may affect your operations. Read this week's summary as well as summaries from past weeks at:

<https://vab.org/this-week-at-the-fcc>

WILKINSON) BARKER) KNAUER) LLP

